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spotlight ON FOREIGN MARKETING



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

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EXHIBIT AT ANUGA FOOD SHOW TO EMPHASIZE SALES CONTACTS

CURRENT SERIAL RECORDS

Promotion of American farm and food products at the ANUGA International Food Show, Cologne, Germany, September 25 - October 3, in addition to Featuring the usual consumer exhibits, will be directed at making sales contacts with key importers and distributors.

About half the total display space in the U.S. exhibit area has been set aside exclusively for trade use. The U.S. food trade and its overseas agents will display their products in this private area and use it as a sales promotion headquarters.

Attention will be given to arranging cooperative promotions with selected West German food trade groups. Meetings will be held with appropriate West German officials - retail groups of chain stores, supermarkets, department stores, and independent store associations - to discuss cooperative in-store promotion for American food products. The participating firms will be supplied with promotional aids.

Assistant Secretary George L. Mehren will open the U.S. exhibit. The Grocery Manufacturers of America,



MUTUAL AID. Girl Guides (scouts) helped the Belgian Cotton Institute get out its 1965 Cotton Week mailings on time. Money earned went to the troop's general fund.

Inc. is cooperating with FAS in planning and operating the trade exhibits. About 75 U.S. companies are expected to participate.

NEW FEED GRAINS OFFICERS

James Forster, Production Manager, DeKalb Agricultural Association of DeKalb, Illinois, has been elected President of the U.S. Feed Grains Council.

The election was held at the sixth annual meeting of the Council in Rockton, Illinois last month.

The new president succeeds William R. Pearce, Vice President, Cargill, Inc. Forster has been affiliated with DeKalb Agricultural Association since his college days. He was one of the organizers of the Feed Grains Council and has been active in the affairs of the Council since it was organized in 1960.

Among other new Council officers is Thomas Toohey of St. Paul, Minnesota, who was elected first vice president. Toohey is Marketing and Merchandising Vice President of the Farmers Union Grain Terminal Association of St. Paul, and a board member of the Minneapolis Grain Exchange.

New second vice president of the Council is Edward Pierce, Vice President, Continental Grain Company, New York City.

New Council secretary is Herman Holmes who is affiliated with Pfister Associated Growers in Monroe, Iowa.

Richard Kathe was elected treasurer. Kathe is Executive Vice President of American Dehydrators Association, Kansas City, Missouri.

ATTACHE CONCURRENCE - A PROCEDURAL QUESTION

Paul Ferree, who was recently stationed in the Congo with responsibilities for Angola, Burundi, Cameroon, Central African Republic, Chad, Gabon, Republic of Congo (Brazzaville), and Rwanda, asks this question: "How are cooperators supposed to get attache concurrence in cases like mine

where the attache covers a multitude of countries. Ideally, they should write to me and then I would contact the other countries that they propose to visit. But mails are slow, lead time is not always as much as we would desire, and when I travel, my mail may not be answered as promptly as I would like?"

The question was discussed at a weekly market development meeting in FAS/Washington. There was the feeling that set rules on this would be of questionable value since circumstances vary so much between countries, but that as a general guide, cooperators should write the attache and send a courtesy copy to the chief economic officer in each of the countries that they propose to visit. An alternative procedure would be to write the attache and follow up with a letter to the chief economic officer in each of the countries that they propose to visit. An alternative procedure would be to write the attache and follow up with a letter to the chief economic officer in each of the countries to be visited saying, "I have written Paul Ferree . . . but since time is short, I am writing you direct to let you know that I would like to . . ." A copy of this should go to the attache.

Any suggestions from the field on this question, either cooperators or attaches, would be welcome.

POULTRY LEADER DIES

Dr. Cliff D. Carpenter, 68, a former president of the Institute of American Poultry Industries and a founder of the International Trade Development Board program for promoting poultry over-

seas, died of a heart attack last month while attending the National Poultry Science Association annual meeting.

In 1923, he established the first private poultry veterinary practice in the U.S. During the War, he was with the War Food Administration directing national programs for meeting poultry and egg production goals. He was chairman of the U.S. Committee for the 13th World Poultry Congress to be held in Kiev, Russia, next year.

MILAN TRADE CENTER HOSTS ARKANSAS POULTRY ROYALTY

The Arkansas Poultry Princess, Marylin Gail Bigge, and the Arkansas Poultry Cooking Queen, Mrs. Patricia B. Jackson, were guests last month of the U.S. Trade Center in Milan. They included Milan in their tour of Europe to promote U.S. poultry and particularly stress this commodity's importance to the State of Arkansas. Miss Bigge, a third year student of music at the University of Arkansas, was the winner of a 100-girl contest. Mrs. Jackson's winning recipe, called "Turkey Festival," will appear in several of Italy's leading women's magazines.

Thirty members of Milan's press and catering trade attended the reception where breaded chickenbreasts, turkey sandwiches, and a broiled Beltsville turkey were displayed and sampled.

Italy is a growing market for U.S. poultry meat, particularly large turkeys for the restaurant and catering trade. Its successful competition with higher priced veal in traditional Milanese dishes indicates continued optimistic prospects for U.S. exporters.

The Milan event was only one of many receptions held for the Arkansas Poultry Princess and Queen in Western Europe. Other big receptions were held at Rome and Amsterdam. A large number of press representatives attended these events.



Marylin Gail Bigge, the Arkansas Poultry Princess, speaks with Italian press representatives at the Milan Trade Center. Miss Bigge was chosen from among 100 contestants to represent the Arkansas Poultry Federation on a tour of the primary European markets for U.S. poultry.

JAPANESE VEGETABLE OIL LEADERS VISIT U.S.

A 3-man Japanese vegetable oil team was in the U.S. last month under an FAS-ASA project to promote new and expanded uses for soybean oil in Japan. The team members were Kiyoshi Hirano, President, Japan Oilseed Processors Association; Masao Hoshino, Vice President, Japan Margarine, Shortening and Lard Industries Association; and Ichiro Oniori, President, Nikkan Yushi (The Japanese Dairy Oil and Fat Industry Press Service).

The team visited in Washington, D.C. on August 11-12. Discussions were held with various USDA officials in the fats and oils and grain inspection divisions, as well as with representatives of the Institute of Vegetable Oils and Shortening and the National Margarine Manufacturers Association.

The next stop was at the national convention of the American Soybean Association in Memphis, Tennessee, August 16-18, where Hirano delivered a paper on behalf of the Japanese oilseed industry.

The tour continued with visits to grain and soybean export elevators and oilseed processing and manufacturing plants.

FOREIGN ECONOMIC GROWTH AND U.S. MARKET POTENTIALS

A study recently completed by Arthur B. Mackie, International Agricultural Economist, Economic Research Service, suggests an expanding market for U.S. agricultural products.

The results of the study indicate a definite and positive relationship between growth in income and trade, particularly as developing countries move up from relatively low income levels. They also indicate that future expansion in the demand for U.S. agricultural and other products will continue to be closely tied to world economic conditions. A projection of present conditions would indicate that the value of U.S. agricultural exports may rise another \$3-4 billion by 1980 to more than \$9 billion.

Copies of the study entitled, "Foreign Economic Growth and Market Potentials for U.S. Agricultural Prod-

ucts," can be had by writing to "Spotlight," Trade Projects Division, FAS, U.S. Department of Agriculture, Washington, D.C., 20250.



ELLARD PFAELZER

MEAT CONSULTANT FOR FAS

Ellard Pfaelzer, Pfaelzer Brothers, Chicago (U.S. purveyors of quality meats), is on a temporary assignment with the Livestock and Meat Products Division to help determine the market possibilities in Europe for U.S. top quality center cuts of beef.

Last month he met with wholesale suppliers in London, Brussels, Antwerp, Zurich, Basil, Bern, and Paris. Exhibits of the quality ribs and loins are planned for the hotel, restaurant and institutional trade in Antwerp and Zurich next month. Contacts will also be made at the forthcoming ANUGA International Food Show in Cologne and the Salon de L'Alimentation in Brussels.

ATTACHE ASSIGNMENTS

Joe Dodson is now in Washington after three and one-half years as Attache to Tokyo. Joe will study Spanish for a few months before moving on to Buenos Aires to replace Quentin Bates as agricultural attache.

Gordon Loveless, just back from Rabat, will be the Attache in Wellington, New Zealand, effective about November 1.

Dick Schwartz, after several years in USDA following tours in Trinidad and Germany, will be moving to Africa

this November as the Attache to Leopoldville.

Steve Stephanides is back from Dublin and will be leaving in November as Attache to Tehran.

Scotty Kevorkian, Latin America specialist now with the Sugar and Tropical Products Division, is to be the Attache for Costa Rica and Panama, effective about October 10.

Dale Vining, Chief, Compliance Analysis Branch, is the new Assistant Attache in Madrid.

Koy Neeley, Grain and Feed Division, is leaving this month as Assistant Attache in The Hague.



HERE and THERE

European Cotton Institute, a non-profit legal entity, has been chartered in Brussels to handle certain activities connected with cotton market development in Western Europe. At the first general meeting in June, plans were prepared for ECI to contract with Cotton Council International for registration and control of its international cotton emblem in Western Europe. Later, ECI may contract for other activities for CCI or other parties with mutual cotton interests for execution of programs for cotton. Leslie Rogers, CCI European Director, is the chairman of the board of directors, and Dr. Remi Piryns, CCI European Program Director, is the managing director of the ECI.

A national Blue Ribbon from the American Association of Agricultural College Editors has been awarded to FAS for the pamphlet, "How U.S. Trade Centers Promote American Agricultural Markets Abroad." Those wishing copies should write to the International Trade Fairs Division, FAS, USDA, Washington, D.C. 20250.

Exports of prunes from August 1, 1964 through June 30, 1965 were 29 percent greater than for the corresponding period the previous year, an increase of 10,381 tons. The countries where the California Prune Advisory Board has been conducting market development activities accounted for 74 percent of the export sales to Europe and 62 percent of all export sales.

Joe Dodson, back in the U.S. temporarily after three and one-half years as Agricultural Attache in Tokyo, was one of the speakers at the 45th annual convention of the American Soybean Association, August 16-18, in Memphis, Tennessee. Joe stated that Japan's imports of soybeans in 1965 should be about the same or slightly higher than last year. He expressed the view that the Japanese market for soybeans can be further expanded, and that future promotional programs must be based on the following realities: The demand for meal will increase, additional outlets are needed for oil, and the usage of traditional soybean foods will level off or decrease.

The Rice Council office in Johannesburg will be moved to Pretoria October 1. A recent group meeting with the rice trade in South Africa brought out the fact that the Rice Council program has increased the demand of South African housewives for American rice. The trade feels that much benefit can be gained by complementing the Rice Council activities with their own brand name efforts. The U.S. now enjoys over 90 percent of the import rice market in South Africa.

Jim Hutchinson, Far East Marketing Director, Wheat Associates, was in the U.S. last month for staff conferences and home leave. He reported that Hard Winter Wheat imports were increasing in Japan and the U.S. may secure 50 percent of future imports. He said the Japanese will probably import one million metric tons of Hard Winter, 600,000 to 650,000 tons of White Wheat, and about 300,000 tons of Dark Northern Spring Wheat.

A new market has also been developed in Japan for U.S. Hard Red Spring Wheat— at least 150,000 tons are expected to be purchased this marketing year. Wheat Associates currently has 24 individual market development projects underway in Japan.

The National Renderers Association is exploring the possibilities for trade with the emerging soap and feed industries of Africa. Two of NRA's officers, Stanley Frank, Second Vice President, and Frank Hudnall, an NRA director, were in 10 African countries last month consulting with industrial executives and government representatives.

The Canadian Cotton Council has been sponsoring massive spring-summer apparel promotions of one to two weeks in ten market areas accounting for over 47 percent of Canada's retail sales. The cooperating 22 retail outlets arranged a total of 38 pages of newspaper advertising, 43 TV and radio announcements, 130 window displays, 212 in-store displays, 201 fashion shows and various other traffic builders. CCI supported the campaign with sales training sessions, point-of-sale materials, and educational booklets. All stores reported increased traffic and sales as a result of the promotion.

The U.S. Feed Grains Council, London office is working with the British Broadcasting Company and the Farmers Weekly on plans for production of two 20-25 minute films on intensive feeding for beef production. BBC has agreed to show the films on its national and regional programs and to pay a portion of the production costs. Over 60 percent of Britain's 250,000 farmers are said to watch the BBC agricultural programs. The Farmers Weekly will publicize the showings of these films. The Council will have prints of the films for additional showings in the U.K. and for use in other countries.

Irish imports of U.S. corn and sorghum rose sharply last year reaching a value of \$11.4 million as compared to \$5.0 million the previous year. In reporting on this development, Steve Stephanides, the recent Attache in Dublin, told of the increased need for feedstuffs resulting from expanded exports of Irish beef to the Common Market countries, and the work of the cooperators and others in convincing the Irish Government and trade of the energy values of U.S. feed grains. One direct result of this educational effort was the importation of 86,172 tons of U.S. sorghum as a replacement for the lower energy wheat offals previously imported from Russia and North Africa.

The California Raisin Advisory Board has issued a 22-page informational handbook, primarily to assist the four advisory groups and advertising firms which are in the process of starting market development campaigns for California raisins in Eire, The Netherlands, Norway and Finland. The handbook includes information on the raisin industry, foreign representation and sales, market development and role of the attache, sales arguments, advertising and sales promotion suggestions, sales and trade relations, expenses, billings, and activity reports. The handbook is supplemented by informational booklets and samples of USA-produced point-of-sale materials for California raisins to serve as "idea-provokers" for the agencies.

One of the leading ghee technicians of India, Dr. J. D. Contractor, is in the U.S. under a market development project with Dairy Society International to advise the Dairy Products Laboratory, Agricultural Research Service, on ways of manufacturing ghee which would meet the texture, taste and color requirements of consumers overseas. This concentrated milk fat is a diet staple in much of Asia and the Middle East. A greatly expanded commercial market is visualized if these varying consumer requirements can be met.

"EUROPEAN ILLUSIONS"

The following from the August 4 "Handelsblatt," one of the leading papers in West Germany, is a front page editorial, entitled "Foreign Illusions," by Dr. Antonius John, a member of the German team that visited the U.S. July 11-30:

"One often gets the impression that agricultural policies in Europe are handled as if no agriculture existed in any other country in the world . . .

"The agricultural policies of the EEC are not just focused on the pro-

tection of existing production, but they stimulate beyond this and quite intensively - complementary sources of production.

"The result of all this may be autarchy, for which the consumer will have to pay. When one tries to correctly evaluate the importance of American agriculture in the total framework of the American economy, one must immediately arrive at the conclusion that such a policy only can be provocative towards the U.S. and that we touch here upon a fundamental factor for misunderstandings and tensions in the Western Hemisphere.

"Americans simply need the European market. In Europe, however, we seem to have little understanding for American problems in agriculture, which at the same time are domestic political problems.

"In Europe often the fact is lost sight of that it is not the real big farms of thousands of acres, but the smaller family farms, which define American agriculture. American agricultural policy is rooted in these family farms . . .

"Total agricultural acreage in the U.S. - a little over 186 million hectares - is more than one and one-half times bigger than the total territory of the EEC countries.

"Of special importance is the production of wheat, corn, cotton, citrus and tobacco, as well as animal products. The U.S. has become the largest exporter of agricultural products. One-fourth of the harvested acreage produces for export. This on itself shows, how much agricultural problems in the U.S., because of their horizontal impact in the total economy, represent an important domestic political problem as well . . .

"It must be said that the Americans have taken successful steps to curb the agricultural production. He who travels today through the U.S. sees enormous areas, which have been taken out of production, under the government programs. One cannot say that these acreage reductions were just off-set by larger productions from the remaining acreage. The increased production does not result from acreage reduction, but is a consequence of advanced technology. If the total production acreage had not been cut back, then the surplus production would have

been still larger. In this respect, the programs were successful. Just now, the Johnson Administration is trying to apply the policies regarding acreage reduction even more effectively . . .

"But one fact is certain: If the EEC would let it come to a trade-war with the U.S., then the acreage which was taken out of production could again be mobilized and then we shall see a collision in the world market, out of which the EEC would emerge in bad shape. European wheat exports - this is to say the French exports which are subsidized with German contributions - would then not have any chance for finding a market anymore. This goes right to the heart of the EEC. It is high time that we appraise this fact realistically.

"But, something else should be considered: Contrary to prevailing opinions in Europe, there exists in the agricultural economy of the U.S. sharp competition. Between the single compartments, there does not exist any protection, no protected "natural reservations" or guarantees. Crops compete with meat, dairy, etc. and vice-versa, and this with a toughness which we do not know in any other country in the world. The competition between products is also practiced in foreign markets.

"One has to come to the conclusion, that European agricultural policy would do well to liberate itself soonest from many illusions. It is also to be strongly recommended that those involved in agricultural policies in Europe as well as on the other side of the Atlantic get together as soon as possible and before they have definitely maneuvered too far apart."